vector.

16. Method according to claim 15, and further comprising:

e) selecting some of the idols; and

f) displaying the selected idols on one or more web sites, which are available to consumers.

17. Method according to claim 16, wherein the consumers include consumers in the target group.

18. Method according to claim 16, and further comprising:

g) offering merchandise for sale at web sites displaying idols; and

h) measuring and recording success, if any, of each idol in promoting sales.

19. Method according to claim 18, wherein attributes of each idol are represented by a respective idol vector, one idol vector for each idol, and further comprising:

j) generating an P x Q matrix of information,

   i) which contains P rows of idol vectors and Q columns of consumer vectors;

   ii) which contains P x Q information cells;

   iii) which contains information in each cell

indicating whether the customer associated
with the customer vector for that cell made a
purchase from a web site containing an idol
associated with the idol vector for that cell.

20. A method, comprising:

a) generating a plurality of vectors, one for each of
multiple consumers in a sample, each vector describing
attributes of the respective consumer;

b) for selected vectors, generating an animated
anthropomorphic idol for each;

c) using the idols in marketing activities; and

d) measuring marketing success of each idol.

21. Method according to claim 20, and further comprising:

e) designating idols having higher marketing success
than others as successful idols.

22. Method according to claim 21, and further
comprising:

f) presenting successful idols in marketing activities
to a group of consumers having the same consumer vectors
as those of the sample.

23.   Method according to claim 20, wherein each idol is associated with an idol vector which describes the idol's attributes, and further comprising:

e)   utilizing statistical or artificial intelligence techniques to ascertain best mapping of consumer vectors to idol vectors.

24.   Method according to claim 23, wherein the best mapping indicates which idols should be selected in marketing to persons having consumer vectors identical to a group of consumer vectors selected from the sample.

25.   Method according to claim 20, wherein the marketing activity comprises presenting the idols at web sites, which consumers can visit.

26.   Method according to claim 25, and further comprising offering merchandise for sale at the web sites.

27.   A method, comprising:

a)   identifying a target group of consumers;

b)   for individuals in the group, identifying attributes of each and representing the attributes as consumer vectors, thereby producing one vector per individual;

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c) for selected consumer vectors, generating an animated anthropomorphic idol for each, the idol having an associated idol vector describing the idol's attributes, thereby producing a group of idols, each having an idol vector;

d) presenting idols on web sites, together with merchandise available for sale, and taking orders for the merchandise from consumers, including consumers in the target group;

e) generating a mapping of information which indicates, for each consumer vector, which idol vectors resulted in successful sales;

f) ascertaining a mapping of the vectors which indicates which idols should be used for marketing activities to a sub-group of consumers, having consumer vectors identical to vectors selected from the target group.

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